



2021 Annual Plan - Finance Fact Pack Platforms & Ecosystems

Hiroshi | Ruth Review

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Please reach out to **Devin Bryne** with any questions or requests for additional data

EXHIBIT 433.R

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Android

	Actuals / Forecast / Plan					Y/Y growth		
<i>Figures in \$M, except headcount</i>	2018	2019	2020	2021 Guidance		2019	2020	2021 Guidance
Revenue	-\$1	\$1	\$4	\$0		216%	208%	UNFAV
Gross profit (unalloc)	-\$28	-\$46	-\$41	-\$960		-63%	10%	UNFAV
Opex (unalloc)	\$7,231	\$2,460	\$2,898	\$3,872		-66%	18%	34%
Direct payroll	\$673	\$893	\$1,046	\$1,368		33%	17%	31%
Direct non-payroll	\$137	\$225	\$433	\$1,166		64%	92%	169%
Machines	\$125	\$158	\$192	\$212		27%	21%	10%
Marketing A&P	\$177	\$138	\$81	\$61		-22%	-41%	-25%
Allocated opex	\$6,118	\$1,045	\$1,146	\$1,066		-83%	10%	-7%
Op income (loss)	-\$7,237	-\$2,495	-\$2,900	-\$4,832		66%	-16%	-67%
Headcount	3,097	3,288	3,544	4,236		6%	8%	20%
<i>xChowa Budget Transfer</i>								
<i>Gross profit (unalloc)</i>	<i>-\$28</i>	<i>-\$46</i>	<i>-\$41</i>	<i>\$0</i>		<i>-63%</i>	<i>10%</i>	<i>100%</i>
<i>Op income (loss)</i>	<i>-\$7,237</i>	<i>-\$2,495</i>	<i>-\$2,900</i>	<i>-\$3,872</i>		<i>66%</i>	<i>-16%</i>	<i>-34%</i>

Op income of \$1.6B Chowa budget is direct cost of sales transfer from Ads P&L

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Play (w/Ads)

	Actuals / Forecast / Plan*						Y/Y growth			
<i>Figures in \$M, except headcount</i>	2018	2019	2020	2021 Guidance	2021 Ask		2019	2020	2021 Guidance	2021 Ask
Revenue	\$8,878	\$11,259	\$14,662	\$16,949	\$16,931		27%	30%	16%	15%
Gross profit (unalloc)	\$6,678	\$8,645	\$11,444	\$13,298	\$13,203		29%	32%	16%	15%
Opex (unalloc)	\$1,489	\$1,594	\$1,827	\$1,830	\$2,062		7%	15%	0%	13%
Direct payroll	\$464	\$467	\$474	\$532	\$593		1%	2%	12%	25%
Direct non-payroll	\$121	\$110	\$111	\$145	\$185		-9%	0%	31%	67%
Machines	\$136	\$147	\$166	\$172	\$172		8%	12%	4%	4%
Marketing A&P	\$189	\$210	\$219	\$219	\$324		11%	4%	0%	48%
Allocated opex	\$579	\$659	\$858	\$762	\$788		14%	30%	-11%	-8%
Op income (loss)	\$5,189	\$7,051	\$9,617	\$11,468	\$11,141		36%	36%	19%	16%
Headcount	1,346	1,243	1,256	1,278	1,757		-8%	1%	2%	40%

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Play (w/o Ads)

	Actuals / Forecast / Plan						Y/Y growth			
<i>Figures in \$M, except headcount</i>	2018	2019	2020	2021 Guidance	2021 Ask		2019	2020	2021 Guidance	2021 Ask
Revenue	\$7,269	\$8,742	\$11,204	\$12,464	\$12,447		20%	28%	11%	11%
Gross profit (unalloc)	\$5,069	\$6,128	\$7,986	\$8,815	\$8,722		21%	30%	10%	9%
Opex (unalloc)	\$1,356	\$1,440	\$1,569	\$1,716	\$1,920		6%	9%	9%	22%
Direct payroll	\$461	\$463	\$434	\$532	\$593		0%	-6%	23%	37%
Direct non-payroll	\$121	\$110	\$111	\$145	\$185		-9%	0%	31%	67%
Machines	\$136	\$147	\$166	\$172	\$172		8%	12%	4%	4%
Marketing A&P	\$189	\$210	\$219	\$219	\$321		11%	4%	0%	47%
Allocated opex	\$450	\$508	\$640	\$648	\$648		13%	26%	1%	1%
Op income (loss)	\$3,712	\$4,688	\$6,417	\$7,099	\$6,803		26%	37%	11%	6%
Headcount	1,346	1,243	1,256	1,278	1,762		-8%	1%	2%	40%

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